

Toyota Expands Its NAIAS Exhibit Space to Record Proportions

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DETROIT, Jan. 9, 2013 – Toyota is in the final stages of erecting its largest exhibit ever for the North American International Auto Show (NAIAS).

The 35,000-square-foot exhibit eclipses all previous Toyota stands at NAIAS. With the additional square footage, Toyota has made way for 34 vehicles, such as the 2013 editions of the all-new Avalon and RAV4, as well as an assortment of displays that highlight the automaker's recent successes and promising future technologies. Among the headliners at the exhibit will be Toyota's Furia Concept. This exciting new sedan concept makes its world debut in Detroit on Jan. 14.

A popular concept vehicle returning to NAIAS this year is the Toyota Fun-Vii, a car engineered to be able to connect wirelessly with the infrastructure and surrounding roads. The "Vii" is an abbreviation for Vehicle, interactive, internet. The Fun-Vii has evolved into more of an interactive display for 2013, with consumers able to change the image on the vehicle's exterior shell. Situated among a number of existing electric and hybrid vehicles will be the FCV-R, another concept car that toured many of the major U.S. auto shows last year. The FCV-R is a fuel cell sedan, with the "R" standing for Reality and Revolution. This vehicle serves as a reminder of Toyota's promise to deliver a fuel cell vehicle to the U.S. market by 2015.

In 2012, Toyota launched a production version of the RAV4 EV (Electric Vehicle), engineered and manufactured in North America. To showcase this "green" marvel, there will be a full-scale "cut-away" on display, exhibiting the technical ingenuity behind Toyota's all-electric vehicle. Toyota's racing pursuits will also be on full display, with vehicles ranging from a Toyota funny car to a special edition SEMA/Kyle Bush Camry. There will also be a pair of Toyota Sprint Cup cars featured – one on the stand and the other suspended in the air, over the exhibit.

Also appearing at NAIAS will be the stock Toyota Tundra CrewMax, which successfully helped transport the retired space shuttle Endeavour to its new home at the California Science Center last October. The pickup truck marveled the world when it towed the nearly 300,000-pound Endeavour and its custom-built dolly across a bridge spanning the 405 Freeway in Southern California.

"This year's exhibit is a testament to Toyota's standing as a world-class automaker," said Ruslan Polinovsky, auto show engagement manager at Toyota Motor Sales, U.S.A., Inc. "In this space, we've been able to combine our award-winning vehicles with promising technological advancements. We've also incorporated a number of fun elements in the exhibit that will speak to visitors of all ages."

The Toyota exhibit was designed and constructed by Michigan-based George P. Johnson.

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